

Great Britain Tourism Survey

May 2019 Update



Long term trends: How to compare data collected from January 2016 onwards with data collected in December 2015 and before

The introduction of a new data processing approach in January 2016 had an impact, albeit small, on the reported estimates for trips, nights and expenditure.

This change also impacted trends and the ability to conduct long-term analysis. Therefore caution should be taken when comparing data from January 2016 onwards with data in December 2015 and before. Where relevant, trend breaks have been clearly marked either with asterisk or a dotted line to indicate where users should be cautious.

As 2016 and 2017 use the same data processing approach, 2017 data can be compared to 2016 data without any concern. Similarly collected any data before December 2015 can be compared with any other data collected prior to December 2015 without any concern.

For more information please see: <https://www.visitbritain.org/about-gbts-and-gbdvs>

GB Domestic Tourism: Monthly Volume & Value 2019

ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	7.059	6.579	-6.8%	8.252	7.374	-10.6%	8.895	8.602	-3.3%	9.636	11.562	+20.0%	11.133	12.163	+9.3%	10.296	-	-
England	5.779	5.516	-4.6%	6.960	5.987	-14.0%	7.374	6.825	-7.4%	7.798	9.224	+18.3%	9.134	9.998	+9.5%	8.318	-	-

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	17.705	16.373	-7.5%	21.727	17.510	-19.4%	26.074	22.643	-13.2%	29.308	33.398	+14.0%	34.691	36.670	+5.7%	32.714	-	-
England	14.278	13.502	-5.4%	17.875	14.059	-21.3%	21.545	17.200	-20.2%	22.575	24.939	+10.5%	28.505	28.556	+0.2%	24.750	-	-

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£1,286	£1,298	+0.9%	£1,493	£1,417	-5.1%	£1,633	£1,629	-0.2%	£1,937	£2,169	+12.0%	£2,331	£2,330	0.0%	£2,130	-	-
England	£999	£1,088	+8.9%	£1,218	£1,152	-5.4%	£1,321	£1,285	-2.7%	£1,518	£1,671	+10.1%	£1,915	£1,851	-3.3%	£1,696	-	-

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	12.916	-	-	14.446	-	-	8.331	-	-	9.102	-	-	8.064	-	-	10.425	-	-	44.975	46.280	+2.9%
England	10.314	-	-	11.567	-	-	6.794	-	-	7.672	-	-	6.608	-	-	9.078	-	-	37.045	37.550	+1.4%

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	47.782	-	-	55.931	-	-	26.666	-	-	26.234	-	-	19.927	-	-	32.988	-	-	129.505	126.594	-2.2%
England	36.885	-	-	42.596	-	-	21.038	-	-	21.623	-	-	16.207	-	-	27.901	-	-	104.778	98.256	-6.2%

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£2,917	-	-	£3,326	-	-	£1,854	-	-	£1,815	-	-	£1,484	-	-	£1,755	-	-	£8,680	£8,843	+1.9%
England	£2,353	-	-	£2,620	-	-	£1,491	-	-	£1,528	-	-	£1,192	-	-	£1,495	-	-	£6,971	£7,047	+1.1%

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GB Domestic Tourism: Monthly Volume & Value 2019

HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	2.515	1.960	-22.1%	3.167	3.354	+5.9%	3.797	4.207	+10.8%	4.647	5.887	+26.7%	6.282	6.530	+3.9%	5.950	-	-
England	1.929	1.578	-18.2%	2.522	2.618	+3.8%	2.970	3.089	+4.0%	3.574	4.533	+26.8%	4.997	5.159	+3.2%	4.516	-	-

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	5.592	4.832	-13.6%	7.895	8.162	+3.4%	12.323	11.509	-6.6%	15.106	18.570	+22.9%	21.446	21.478	+0.1%	22.221	-	-
England	4.145	3.780	-8.8%	6.030	6.337	+5.1%	9.796	7.924	-19.1%	10.981	13.299	+21.1%	16.886	16.170	-4.2%	15.774	-	-

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£536	£448	-16.4%	£665	£680	+2.3%	£896	£811	-9.5%	£1,163	£1,292	+11.1%	£1,438	£1,412	-1.8%	£1,468	-	-
England	£404	£366	-9.4%	£502	£514	+2.4%	£708	£584	-17.5%	£874	£982	+12.4%	£1,126	£1,085	-3.6%	£1,124	-	-

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	7.769	-	-	8.852	-	-	4.194	-	-	4.597	-	-	3.136	-	-	2.987	-	-	20.408	21.938	+7.5%
England	6.003	-	-	6.792	-	-	3.299	-	-	3.671	-	-	2.444	-	-	2.514	-	-	15.992	16.977	+6.2%

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	31.592	-	-	38.363	-	-	15.379	-	-	14.101	-	-	7.508	-	-	8.725	-	-	62.362	64.551	+3.5%
England	23.793	-	-	28.215	-	-	11.719	-	-	11.044	-	-	5.671	-	-	7.049	-	-	47.838	47.510	-0.7%

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£2,051	-	-	£2,394	-	-	£1,181	-	-	£1,009	-	-	£703	-	-	£788	-	-	£4,698	£4,643	-1.2%
England	£1,617	-	-	£1,843	-	-	£909	-	-	£803	-	-	£527	-	-	£664	-	-	£3,614	£3,531	-2.3%

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Fieldwork: 8 May – 30 June 2019
 TNS Face-to-Face Omnibus Survey



GB Domestic Tourism: Monthly Volume & Value 2019

VISITING FRIENDS AND RELATIVES

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	3.005	2.484	-17.3%	3.255	2.543	-21.9%	3.599	2.828	-21.4%	3.234	3.763	+16.4%	3.202	3.991	+24.6%	2.553	-	-
England	2.616	2.145	-18.0%	2.844	2.131	-25.1%	3.161	2.414	-23.6%	2.694	3.093	+14.8%	2.731	3.444	+26.1%	2.246	-	-

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	8.636	6.484	-24.9%	9.061	5.730	-36.8%	10.811	6.844	-36.7%	9.079	10.710	+18.0%	8.857	10.898	+23.0%	6.476	-	-
England	7.298	5.437	-25.5%	7.533	4.664	-38.1%	9.498	5.727	-39.7%	7.436	8.425	+13.3%	7.670	9.307	+21.3%	5.607	-	-

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£339	£271	-20.1%	£306	£268	-12.4%	£386	£328	-15.0%	£367	£412	+12.3%	£396	£458	+15.7%	£269	-	-
England	£262	£228	-13.0%	£261	£218	-16.5%	£322	£270	-16.1%	£286	£327	+14.3%	£336	£388	+15.5%	£220	-	-

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	3.392	-	-	3.996	-	-	2.557	-	-	3.063	-	-	3.199	-	-	5.985	-	-	16.295	15.609	-4.2%
England	2.817	-	-	3.391	-	-	2.158	-	-	2.745	-	-	2.77	-	-	5.320	-	-	14.046	13.227	-5.8%

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	11.405	-	-	13.290	-	-	7.485	-	-	8.178	-	-	7.463	-	-	21.217	-	-	46.444	40.666	-12.4%
England	9.428	-	-	10.654	-	-	6.179	-	-	7.23	-	-	7.089	-	-	18.610	-	-	39.435	33.560	-14.9%

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£458	-	-	£536	-	-	£315	-	-	£380	-	-	£354	-	-	£597	-	-	£1,794	£1,737	-3.2%
England	£380	-	-	£431	-	-	£260	-	-	£337	-	-	£304	-	-	£511	-	-	£1,467	£1,431	-2.5%

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GB Domestic Tourism: Monthly Volume & Value 2019

BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	1.290	1.797	+39.3%	1.500	1.282	-14.5%	1.292	1.288	-0.3%	1.529	1.549	+1.3%	1.463	1.305	-10.8%	1.497	-	-
England	1.028	1.516	+47.5%	1.289	1.064	-17.5%	1.084	1.071	-1.2%	1.325	1.333	+0.6%	1.244	1.094	-12.1%	1.283	-	-

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	2.705	4.167	+54.0%	3.290	2.988	-9.2%	2.440	3.437	+40.9%	4.280	3.171	-25.9%	3.666	3.092	-15.7%	3.215	-	-
England	2.150	3.479	+61.8%	2.905	2.553	-12.1%	1.878	2.769	+47.4%	3.364	2.543	-24.4%	3.317	2.305	-30.5%	2.699	-	-

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£367	£517	+40.9%	£433	£447	+3.2%	£330	£439	+33.0%	£367	£367	0.0%	£460	£398	-13.5%	£345	-	-
England	£298	£440	+47.7%	£370	£400	+8.1%	£273	£388	+42.1%	£322	£312	-3.1%	£420	£322	-23.3%	£307	-	-

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	1.218	-	-	1.375	-	-	1.145	-	-	1.21	-	-	1.451	-	-	1.290	-	-	7.074	7.221	+2.1%
England	1.111	-	-	1.184	-	-	0.959	-	-	1.084	-	-	1.222	-	-	1.139	-	-	5.970	6.078	+1.8%

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	3.102	-	-	3.522	-	-	2.822	-	-	2.813	-	-	3.496	-	-	2.707	-	-	16.381	16.855	+2.9%
England	2.801	-	-	3.026	-	-	2.339	-	-	3.021	-	-	3.215	-	-	2.001	-	-	13.614	13.649	+0.3%

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£339	-	-	£346	-	-	£276	-	-	£368	-	-	£373	-	-	£346	-	-	£1,957	£2,168	+10.8%
England	£313	-	-	£298	-	-	£243	-	-	£349	-	-	£341	-	-	£301	-	-	£1,683	£1,862	+10.6%

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GB Domestic Tourism: Year to Date – 2014-2019

Trips, Bednights & Expenditure, Jan-May period

	ALL TOURISM - Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
TRIPS																								
GB	40.861	46.539	44.590	43.111	44.975	46.280	18.372	18.971	18.946	20.195	20.408	21.938	15.483	17.642	16.135	15.354	16.295	15.609	5.987	7.216	7.398	6.167	7.074	7.221
England	33.376	38.592	37.079	35.915	37.045	37.550	14.181	14.740	15.275	15.980	15.992	16.977	13.271	15.462	14.114	13.341	14.046	13.227	5.055	6.106	6.075	5.447	5.970	6.078
BEDNIGHTS																								
GB	110.433	128.148	119.512	118.651	129.505	126.594	53.987	60.012	55.718	60.273	62.362	64.551	39.421	45.816	40.875	39.699	46.444	40.666	13.471	15.758	17.165	14.230	16.381	16.855
England	86.808	101.797	96.569	96.015	104.778	98.256	40.501	43.897	43.145	46.555	47.838	47.510	32.347	39.459	34.974	33.583	39.435	33.560	10.862	12.946	13.849	12.267	13.614	13.649
EXPENDITURE																								
GB	£7,367	£8,776	£7,803	£7,956	£8,680	£8,843	£4,015	£4,551	£3,928	£4,429	£4,698	£4,643	£1,693	£2,050	£1,702	£1,595	£1,794	£1,737	£1,436	£1,719	£1,884	£1,626	£1,957	£2,168
England	£5,887	£6,871	£6,206	£6,490	£6,971	£7,047	£3,101	£3,378	£3,038	£3,466	£3,614	£3,531	£1,391	£1,698	£1,409	£1,327	£1,467	£1,431	£1,192	£1,421	£1,525	£1,438	£1,683	£1,862

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GB Domestic Tourism: Year to Date – 2014-2019

Trip Characteristics, Jan-May period

Av. Trip Length	ALL TOURISM - Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
GB	2.70	2.75	2.68	2.75	2.88	2.74	2.94	3.16	2.94	2.98	3.06	2.94	2.55	2.60	2.53	2.59	2.85	2.61	2.25	2.18	2.32	2.31	2.32	2.33
England	2.60	2.64	2.60	2.67	2.83	2.62	2.86	2.98	2.82	2.91	2.99	2.80	2.44	2.55	2.48	2.52	2.81	2.54	2.15	2.12	2.28	2.25	2.28	2.25
Av. £/Night	ALL TOURISM - Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
GB	£67	£68	£65	£67	£67	£70	£74	£76	£70	£73	£75	£72	£43	£45	£42	£40	£39	£43	£107	£109	£110	£114	£119	£129
England	£68	£67	£64	£68	£67	£72	£77	£77	£70	£74	£76	£74	£43	£43	£40	£40	£37	£43	£110	£110	£110	£117	£124	£136
Av. £/Trip	ALL TOURISM - Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
GB	£180	£189	£175	£185	£193	£191	£219	£240	£207	£219	£230	£212	£109	£116	£105	£104	£110	£111	£240	£238	£255	£264	£277	£300
England	£176	£178	£167	£181	£188	£188	£219	£229	£199	£217	£226	£208	£105	£110	£100	£99	£104	£108	£236	£233	£251	£264	£282	£306

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